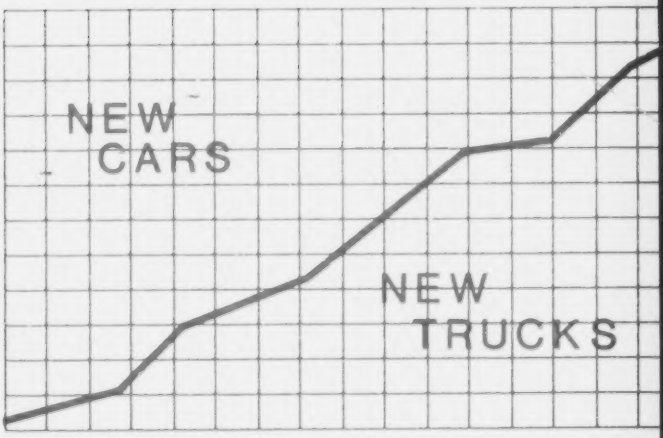
C7715-3A

POCKET SUMMARY

NOVEMBER 1991

OF REGISTRATIONS



COURTESY OF

POLK®

R L POLK & CO.
STATISTICAL SERVICES DIVISION

NEW PASSENGER CAR REGISTRATIONS - MONTH

MAKES	NOVEMBER		% '91 VS '90	% IND	
	1991	1990		1991	1990
CHRYSLER	12554	13514	86.62	1.56	1.97
LEBARON	5540	5681	99.31	.97	.81
NEW YORKER	2199	2142	112.02	.39	.30
5TH AVE	3073	4332	70.94	.50	.61
IMPERIAL	901	1567	57.50	.15	.22
DODGE	24406	32214	78.14	3.99	4.54
DAYTONA	1191	2251	53.38	.20	.32
SHADOW	6133	6659	108.81	.99	.80
SPIRIT	6102	9483	73.14	1.17	1.35
DYNASTY	7556	10483	75.09	1.19	1.48
PLYMOUTH	15955	21755	73.34	2.62	3.09
HORIZON	17	186	9.30	-	.25
SUNDANCE	5475	5604	97.70	.93	.80
ACCLAIM	7118	11376	62.57	1.17	1.61
LASER	1594	2618	60.90	.24	.37
EAGLE	5169	5978	144.91	.85	.51
PREMIER	884	539	163.78	.14	.08
TALON	2043	2200	92.78	.31	.32
CHRYSLER CORP	57774	71226	81.10	9.44	10.11
FORD	16074	24099	93.71	2.48	4.78
ESCORT	15739	26851	82.76	2.59	3.78
PROBE	3161	3609	87.59	.52	.51
MUSTANG	6341	10444	84.33	1.01	1.48
TEMPO	12613	14895	84.62	2.10	2.11
TAURUS	23548	23477	86.24	1.78	3.40
CROWN VICTORIA	4982	11855	42.04	.80	1.68
THUNDERBIRD	4327	9843	49.48	.81	1.40
LINCOLN	11003	11855	81.84	1.83	2.53
MERCURY	28105	31989	81.51	4.59	4.54
TRACER	3184	4455	76.48	.51	.63
TOPAZ	4819	4462	108.61	.77	.63
SABLE	8106	8484	95.54	1.37	1.21
COUGAR	3221	4391	80.48	.51	.62
GRAND MARQUIS	8541	8219	103.99	1.37	1.17
FORD MOTOR CO	55182	67943	86.44	10.87	21.87
BUICK	14158	24437	91.51	5.91	6.29
SKYLARK	2167	6503	33.14	.34	.92
CENTURY	8247	8870	115.97	1.53	1.25
REGAL	6882	6505	90.81	1.13	1.21
LESABRE	14285	11067	109.74	2.35	1.57
ROADMASTER	1748			.61	-
PARK AVE	4708	1451	64.36	.78	1.06
RIVIERA	807	1348	61.73	.13	.20
REATTA	93	566	16.78	.02	.08
CADILLAC	14888	23424	91.35	2.06	2.90
ALLANTE	136	271	50.18	.02	.04
ELDORADO	1872	1444	95.27	.23	.20
SEVILLE	1874	1801	104.16	.30	.24
CHEVROLET	80253	92503	86.76	13.18	13.13
PRIZM	7180	6183	116.50	1.18	.87
CAVALIER	19201	25698	74.73	3.49	3.67
LUMINA	15215	15215	100.00	2.51	2.16
CORSICA	11783	12134	97.11	2.25	1.62
BERETTA	4898	5074	93.61	.77	.71
CAMARO	4520	4613	98.05	.74	.65
CORVETTE	1334	1423	93.75	.22	.20
CAPRICE	6252	7377	82.66	1.03	1.07
OLDSMOBILE	31504	36311	82.47	5.18	5.44
ACHIEVA/CALAIS	1808	8748	16.04	.25	1.18
CUTLASS CIERA	10418	8759	118.31	1.70	1.25
CUTLASS SUPRM	5487	10403	87.00	.89	1.51
TORONADO	424	981	48.02	.07	.14
PONTIAC	35824	43721	81.94	5.87	6.20
SUNBIRD	8171	10727	81.63	1.01	1.52
GRAND AM	8998	11210	89.19	1.54	1.58
6000	854	3358	10.55	.06	.48
BONNEVILLE	7853	5696	181.85	1.23	.81
FIREBIRD	1843	2085	88.39	.30	.30
GRAND PRIX	7345	8715	91.39	1.30	1.23
SATURN	8178	2965		1.32	.04
GEN. MTRS. CORP	216553	279900	90.37	35.51	34.00
MISC. DOMESTIC	2	4	150.00	-	-
OTHER IMPORTS	23041	23978	92.27	74.18	3.02
U.S. TOTAL	839774	704732	86.41		

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NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKES	YEAR TO DATE		% '91 VS '90	% IND		YEAR END
	1991	1990		1991	1990	1990
CHRYSLER	113,289	68,676	67.20	1.49	2.00	180,504
LEBARON	59,530	32,613	82.59	.78	.97	87,457
NEW YORKER	15,261	16,623	-8.20	.20	.49	38,591
5TH AVE	34,932	34,335	1.74	.46	1.01	37,931
IMPERIAL	3,847	1,097	250.68	.05	.03	12,522
DODGE	328,445	318,851	3.01	4.31	9.28	350,551
DAYTONA	14,815	32,220	-54.02	.19	.94	33,938
SHADOW	72,720	63,947	13.72	.96	1.86	69,485
SPIRIT	78,765	82,766	-4.83	1.03	2.41	91,445
DYNASTY	160,827	139,744	15.08	2.11	4.07	103,338
PLYMOUTH	185,119	226,045	-18.12	2.44	6.57	245,855
HORIZON	648	1,281	-49.41	.01	.04	12,743
SUNDANCE	50,592	56,826	-10.97	.67	1.65	62,432
ACCLAIM	80,390	96,338	-16.56	1.06	2.80	107,443
LASER	21,147	31,181	-32.18	.28	.91	33,155
EAGLE	55,921	83,527	-33.05	.74	2.43	88,164
PREMIER	11,886	16,527	-28.07	.16	.48	17,194
TALON	43,935	66,902	-34.32	.58	1.95	71,349
CHRYSLER CORP	667,173	696,564	-4.22	8.79	20.28	835,074
FORD	996,619	1,034,992	-3.71	13.12	30.12	1,132,627
ESCORT	230,220	284,237	-19.00	3.03	8.27	283,386
FIESTA	17,283	36,974	-53.25	.23	1.08	102,765
MUSTANG	73,774	51,169	44.18	.97	1.49	124,202
TEMPO	174,167	220,619	-21.05	2.29	6.42	213,355
TAURUS	275,819	284,909	-3.19	3.63	8.29	307,164
CROWN VICTORIA	85,478	135,975	-37.14	1.13	3.96	115,744
THUNDERBIRD	66,470	94,788	-29.87	.88	2.76	103,313
LINCOLN	165,987	207,781	-20.11	2.18	6.04	227,235
MERCURY	348,045	369,651	-5.85	4.58	10.75	381,178
TRACER	43,705	28,850	51.49	.58	.84	32,856
TOPAZ	54,606	67,444	-19.03	.72	1.96	109,493
SABLE	80,324	83,045	-3.28	1.06	2.42	95,844
COUGAR	33,859	53,896	-37.18	.45	1.57	54,258
GRAND MARQUIS	87,083	96,829	-10.07	1.15	2.82	101,882
FORD MOTOR CO	1,510,730	1,704,424	-11.36	19.89	49.59	1,917,252
BUICK	459,203	468,146	-1.91	6.05	13.62	529,193
SKYLARK	67,139	81,076	-17.18	.88	2.36	88,199
CENTURY	144,819	148,964	-2.78	1.91	4.34	112,827
REGAL	99,888	78,114	27.87	1.32	2.27	86,706
LESABRE	96,187	114,121	-15.71	1.27	3.32	151,668
ROADMASTER	1,029	1	102800.00	.01	.00	1
PARK AVE	78,411	43,850	78.82	1.03	1.28	61,807
RIVIERA	12,128	1,903	537.19	.16	.06	20,741
REATTA	2,356	5,859	-59.78	.03	.17	8,374
CADILLAC	195,453	231,864	-15.70	2.57	6.74	255,397
ALLANTE	2,711	2,821	-3.90	.04	.08	3,177
ELDORADO	14,093	21,106	-33.23	.19	.61	22,991
SEVILLE	24,272	29,223	-16.95	.32	.85	32,443
CHEVROLET	1,016,259	1,221,943	-16.83	13.38	35.51	1,318,268
PRIZM	49,042	55,688	-11.93	.65	1.62	105,854
CAVALIER	241,636	267,155	-9.55	3.18	7.77	251,674
LUMINA	198,381	200,300	-.96	2.62	5.82	216,097
CORSICA	109,322	152,714	-28.41	1.44	4.44	162,282
BERETTA	56,139	96,873	-42.05	.74	2.81	95,385
CAMARO	48,756	71,705	-32.00	.64	2.08	76,415
CORVETTE	15,674	13,298	17.86	.21	.39	20,984
CAPRICE	126,614	137,960	-8.23	1.67	4.01	145,998
OLDSMOBILE	403,402	471,514	-14.45	5.31	13.70	505,103
ACHIEVA/CALAIS	69,496	92,036	-24.48	.92	2.67	98,874
CUTLASS CIERA	125,862	125,624	.19	1.66	3.65	133,287
CUTLASS SUPRM	8,134	10,181	-20.10	.11	.30	10,236
TORONADO	7,143	13,441	-46.85	.09	.39	14,528
PONTIAC	461,244	582,356	-20.78	6.07	16.92	625,455
SUNBIRD	87,768	109,282	-19.68	1.16	3.18	118,885
GRAND AM	36,681	106,418	-65.53	.48	3.09	201,134
6000	23,747	43,719	-45.68	.31	1.27	47,176
BONNEVILLE	62,474	62,316	.25	.82	1.81	67,197
FIREBIRD	22,070	39,084	-43.53	.29	1.14	37,981
GRAND PRIX	168,504	209,441	-19.55	2.22	6.08	211,369
SATURN	62,166	146	42482.19	.82	.00	1,449
GEN. MTRS. CORP	1,450,964	1,953,123	-25.71	19.09	56.77	1,833,042
MISC. IMPORTS	24	24	.00	.00	.00	76
OTHER IMPORTS	1,224,599	1,281,934	-4.47	16.12	37.26	1,111,748
U.S. TOTAL	3,596,719	4,219,565	-14.76			3,910,325

UNITED STATES SUMMARY

NEW TRUCK REGISTRATIONS

MAKES	NOV	% IND	YEAR TO DATE		% '91 VS '90	% IND	
	1991		1991	1990		1991	1990
CHEVROLET	75146	23.40	971759	1149758	84.52	24.46	25.89
CHRYSLER	464	.14	3744	2591	144.50	.09	.06
DODGE	33110	10.31	413637	427935	96.65	10.41	9.64
FORD	95350	29.68	1137795	1303487	87.29	28.65	29.35
FREIGHTLINER	1609	.50	18752	21473	87.33	.47	.48
G.M.C.	22148	6.90	279462	323063	86.50	7.04	7.27
HINO	149	.05	1727	2147	80.44	.04	.05
ISUZU	6859	2.14	96975	105626	91.81	2.44	2.38
IVECO	2	-	614	2443	25.13	.02	.06
JEEP	14191	4.42	158959	178324	89.14	4.00	4.01
KENWORTH	863	.27	10624	14465	73.45	.27	.33
MACK/MIDLINER	951	.30	10289	16412	62.69	.26	.37
MERCEDES BENZ	78	.02	1019	1538	66.25	.03	.03
MITSUBISHI FUSO	259	.08	2837	2978	95.27	.07	.07
NAVISTAR	3875	1.21	56708	63873	88.78	1.43	1.44
OLDSMOBILE	2928	.91	27132	22378	121.24	.68	.50
OSHKOSH	183	.06	4129	4803	85.97	.10	.11
PETERBILT	759	.24	9441	12625	74.78	.24	.28
PLYMOUTH	13152	4.10	159331	157354	101.26	4.01	3.54
PONTIAC	2130	.66	20795	26053	79.82	.52	.59
SCANIA	1	-	18	78	23.08	-	-
UD	197	.06	2002	2186	91.58	.05	.05
VOLVO	79	.02	722	764	94.50	.02	.02
WESTERN STAR	39	.01	546	947	57.66	.01	.02
WHITEGMC	1155	.36	10186	12985	78.44	.26	.29
OTHER IMPORTS	44987	14.01	565971	579804	97.79	14.27	13.05
MISC. DOMESTIC	486	.15	6259	5491	113.99	.16	.12
U. S. TOTAL	321150		3972428	4441641	89.44		

TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW 8 33 & OVER
CHEVROLET	580998	365262	12433	3011	74	4515	5176	290
CHRYSLER	3744	-	-	-	-	-	-	-
DODGE	302103	111534	-	-	-	-	-	-
FORD	696311	394519	-	17285	-	4777	17428	7475
FREIGHTLINER	-	-	-	-	-	24	118	18610
G.M.C.	134502	125434	1729	1813	275	3989	11166	554
HINO	-	-	248	-	372	508	599	-
ISUZU	88751	-	5500	1039	740	726	219	-
IVECO	-	-	377	144	34	59	-	-
JEEP	158959	-	-	-	-	-	-	-
KENWORTH	-	-	-	-	-	-	210	10414
MACK/MIDLINER	-	-	-	-	-	310	789	9190
MERCEDES BENZ	-	-	-	-	-	327	692	-
MITSUBISHI FUSO	-	-	1585	-	580	353	319	-
NAVISTAR	-	-	-	21	35	7608	27951	21093
OLDSMOBILE	27132	-	-	-	-	-	-	-
OSHKOSH	-	346	474	1544	1259	319	4	183
PETERBILT	-	-	-	-	-	-	200	9241
PLYMOUTH	159331	-	-	-	-	-	-	-
PONTIAC	20795	-	-	-	-	-	-	-
SCANIA	-	-	-	-	-	-	-	18
UD	-	-	582	-	647	482	281	-
VOLVO	-	-	-	-	-	-	613	109
WESTERN STAR	-	-	-	-	-	-	-	546
WHITEGMC	-	-	-	-	-	-	-	10185
OTHER IMPORTS	558658	8119	-	-	-	-	-	2883
MISC. DOMESTIC	739	343	59	-	2	1342	881	-
TOTAL	2722223	1005557	22997	24857	4018	25349	66646	90791
1990 TOTAL	2925285	1224687	30281	29820	5466	33493	76455	116154
1991 VS '90	93.06	82.11	75.95	83.36	73.51	75.68	87.17	78.16

MANUFACTURERS' SALES RECORDS ARE USED IN COMPILING KANSAS BEGINNING WITH JULY, 1991.

NEW IMPORTED CARS LEADING MAKES

MAKES	YEAR TO DATE 1991		YEAR TO DATE 1990	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
DOMESTIC SPONSORED IMPORTS				
CHEVROLET METRO	81775	1.08	78389	.93
CHEVROLET STORM	71949	.95	80111	.95
DODGE COLT DL/VISTA SW	18284	.24	21341	.25
DODGE STEALTH	15481	.22	1209	.01
EAGLE SUMMIT	16331	.21	12187	.14
FORD FESTIVA	36507	.48	50155	.60
GM LOTUS	294	-	168	-
MERCURY CAPRI	18258	.24	5599	.07
PLYMOUTH COLT DL/VISTA SW	16344	.22	19620	.23
PONTIAC LEMANS	32889	.43	35815	.43
TC by MASERATI	1059	.01	3206	.04
OTHERS	-	-	4986	.06
TOTAL DOMESTIC SPONSORED IMPORTS	310171	4.08	312787	3.71
OTHER IMPORTS				
ACURA	131760	1.73	128129	1.52
AUDI	11680	.15	19435	.23
BMW	46873	.62	54432	.65
DAIHATSU	5436	.07	9564	.11
HONDA	632562	8.33	658672	7.82
HYUNDAI	113196	1.49	122246	1.45
INFINITI	32611	.43	18151	.22
ISUZU	11799	.16	5018	.06
JAGUAR	9808	.13	16343	.19
LEXUS	60738	.80	53199	.63
MAZDA	203827	2.68	208478	2.48
MERCEDES BENZ	54299	.71	66967	.80
MITSUBISHI	150269	1.98	133226	1.58
NISSAN	349341	4.60	387307	4.60
SAAB	23868	.31	24483	.29
SUBARU	98724	1.30	98095	1.16
TOYOTA	622706	8.17	646511	7.68
VOLKSWAGEN	84235	1.11	114984	1.37
VOLVO	65817	.87	84180	1.00
OTHERS	19851	.26	26549	.32
TOTAL OTHER IMPORTS	2707203	35.90	2765299	34.15
GRAND TOTAL ALL IMPORT CARS	3017374	39.98	3188776	37.86

NEW IMPORTED LIGHT TRUCKS LEADING MAKES (0-10,000 LBS)

DOMESTIC SPONSORED IMPORTS				
DODGE RAM 50	4410	.11	11148	.25
DODGE RAIDER	49	-	1458	.03
CHEVROLET GEO TRACKER	29035	.73	30880	.70
OTHER IMPORTS				
ISUZU	88751	2.23	96124	2.16
MAZDA	113821	2.87	112569	2.53
MITSUBISHI	27150	.69	28383	.86
NISSAN	155268	3.91	151073	3.40
SUZUKI	13967	.34	13232	.30
TOYOTA	246328	6.20	251048	5.65
VOLKSWAGEN	4789	.12	5839	.13
OTHERS	5854	.15	7660	.17
TOTAL OTHER IMPORT TRUCKS	655728	16.51	675928	15.22
GRAND TOTAL ALL IMPORT TRUCKS	689222	17.35	719424	16.20

UNITED STATES SUMMARY

COMPILED FROM OFFICIAL STATE RECORDS BY THE REGISTRATION SERVICES DIVISION OF R. L. POLK & CO. SUPPLIED TO SUBSCRIBERS FOR INTERNAL USE ONLY. RE-SALE, REPUBLISHING OR SHARING PROHIBITED.

NEW VEHICLE REGISTRATIONS-UNITED STATES-CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
1986	11139842	4801021
1987	10165660	4963888
1988	10479931	5211100
1989	9652617	5100195
1990	9103204	4798515

NOVEMBER 1991 ISSUED 01/92

R. L. POLK & CO.

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